# **Approved Audits/Applications Committee 10/30/08**

Organization Name: MISSOURI RIVER COUNTRY

Project Name: Consumer Exhibiting/Washington Sportsmen's Show
Puyallup, WA

Approval Requested

X\_Final
Preliminary

Application Completed by: Carla Hunsley, Executive Director

**Date: October 27, 2008** 

Please explain the need for this project as well as a clear overview of the concept of the project. Narrative must provide enough details that those reviewing the application can comprehend or visualize the full scope of the project. Narrative should be a full overview, yet explicit and to the point.

Missouri River Country requests \$4150 from our Consumer Exhibiting, Trade Show funds (\$10,000) to reserve a booth space for the Puyallup, WA Sportsmen's Trade Show, as well as pay for expenses such as transportation, motel, freight and meals and any misc. items associated with board members exhibiting there.

We have decided to do a West Coast show and thought that we should try the Puyallup show again. We did the Puyallup show in 2004 and then again in 2007 and they still remembered us there so we feel our presence in 2004 was great, and since we didn't go back last year we thought it would be a good idea.

Missouri River Country needs to get our area known. The board of directors are carefully picking areas to target to get Montana and Missouri River Country recognized. Washington seems to be one of our target markets.

The Washington Sportsmen's Show lasts for 5 days. Show dates are January 21-25, 2009.

#### **Objectives**

Include the objectives from the narrative portion of your marketing plan that support this project.

Our goal is to reach potential visitors at consumer trade shows and provide them with information that will result in increased visitation to our region. Our measurable objective according to the 2008-2012 Strategic Plan is to:

- 1.1c Develop five targeted packages for show attendees.
- 1.1.c Disseminate at least 50 leads per show to tourism/recreation partners.

### Washington Sportsmen's Trade Show

#### Refer to the portions of your marketing plan, which support this project.

- 1) Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.
- **2)** Promote and support Missouri River Country's newer attractions, including the Ft. Peck Interpretive Center & Museum, the Dinosaur Trail and the Northeast Montana Birding Trail.
- 3) Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.
- **4)** Increase awareness of Missouri River Country and the organization's role in regional tourism development.
- **5)** Promote our unique outdoor recreation activities, including hunting and fishing opportunities and the new Brush Lake State Park.
- **6)** Promote regional conventions, events and shopping.

### How does this project support the Strategic Plan?

- Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
- Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.
- 1.1.c: Attend consumer travel shows targeting high-value, low-impact visitors.
- Action 1.2: Promote Montana to target groups/events, emphasizing off-peak season activities.
- 1.2.d: Target travel media to increase the visibility of Montana as a leisure travel destination.
- Goal 4: Enhance and preserve Montana's culture and history
- Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors
- 4.1.a: Use historic/cultural attractions as venues for conferences, events and seminars.
- Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

## **REGION/CVB PROJECT BUDGET**

Consumer Exhibiting
Sportsmen's Trade Show, Puyallup, WA

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
TOTAL	\$0 <b>\$0</b>	+	\$0 <b>\$0</b>	=	\$0 <b>\$0</b>
IOTAL	φu		<b>\$</b> 0		Φυ
MARKETING/ADVERTISING:					
		+	\$0	=	\$0
		+	\$0	=	\$0
			ФО.		Φ0.
TOTAL	\$0	+	\$0 <b>\$0</b>	_=_	\$0 <b>\$0</b>
IOTAL	<b>Φ</b> U		<b>\$</b> 0		Φυ
TRAVEL:					
Freight/Shipping	\$430	+	\$0	=	\$430
Booth Space	\$1,050	+	\$0	=	\$1,050
Transportation	\$700	+	\$0	=	\$700
Meals	\$600	+	\$0	=	\$600
Lodging	\$750	+	\$0	=	\$750
Car Rental	\$300		\$0		\$300
Table & Chair rental	\$120		\$0		\$120
Dreyage Fee	\$150		\$0		\$150
Misc.	\$50	+	\$0	=	\$50
TOTAL	\$4,150		\$0		\$4,150
OTHER:					
Coordination Costs	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	\$0
	\$0	+	\$0	=	·
TOTAL	\$0		\$0		\$0
REGION/CVB PROJECT TOTAL	\$4,150	+	\$0	=	\$4,150